



# The World's Leading LGBTQ+Travel Guide

**New Partner Opportunities**



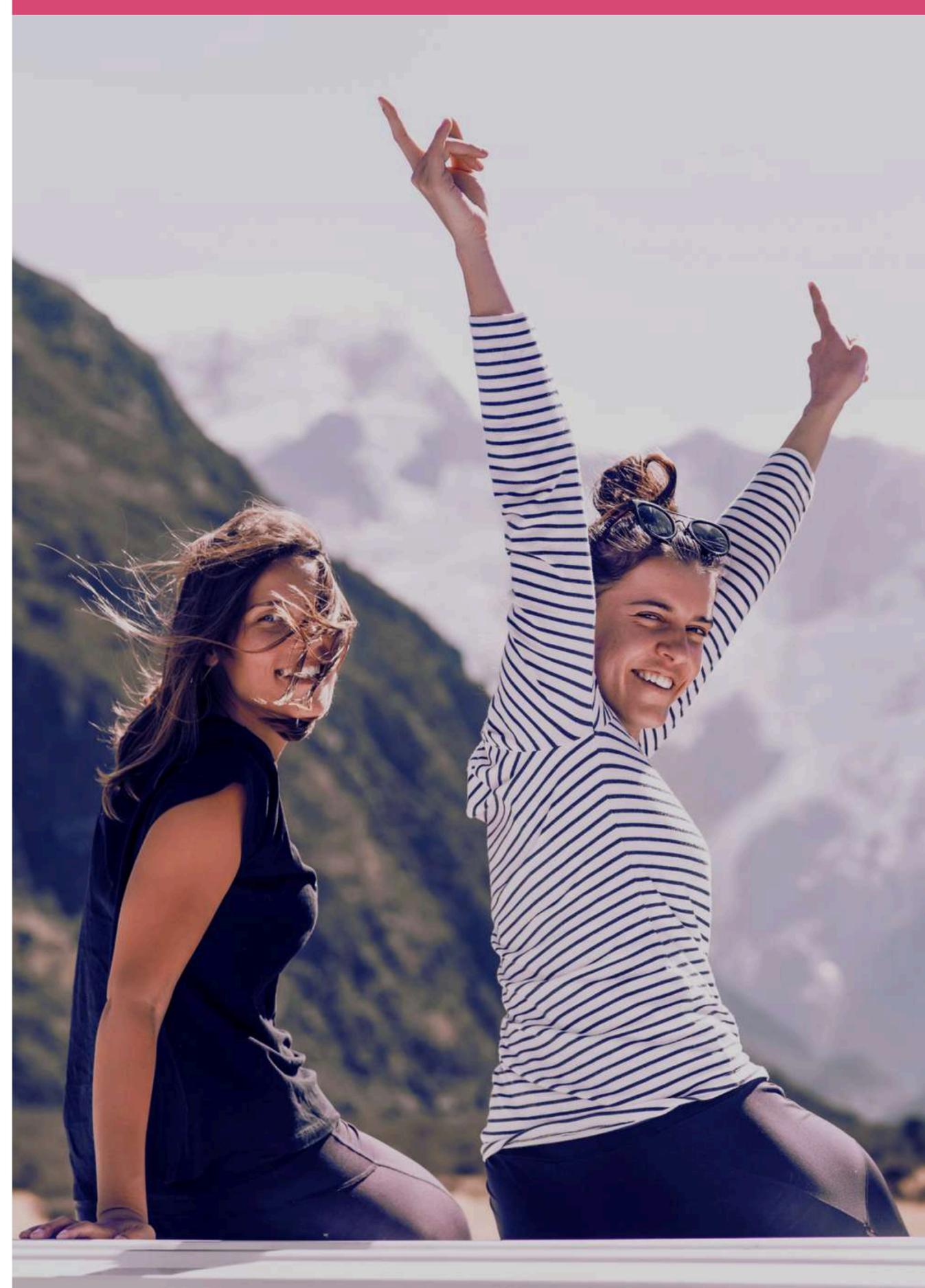
# Empowering LGBTQ+ Travelers Worldwide

## About Travel Gay

Travel Gay is the world's leading LGBTQ+ travel guide, trusted by tens of millions of travelers every year for impartial advice on hotels, nightlife, events, safety, and destination inspiration. For over a decade, we've empowered LGBTQ+ people to see the world with pride.

Our influence extends far beyond inspiration. LGBTQ+ travelers come to Travel Gay when they're actively planning, researching, and booking their trips. That means brands that partner with us gain visibility at the most valuable moment in the travel journey, when intent is high, and choices are being made.

With unmatched reach, deep community trust, and a suite of media opportunities and partnership solutions, Travel Gay connects brands with a global audience that values authenticity and meaningful experiences.



# The LGBTQ+ Market is Growing Fast

**\$357b** The LGBTQ+ market is worth over \$357b a year, estimated to reach \$604b by 2032

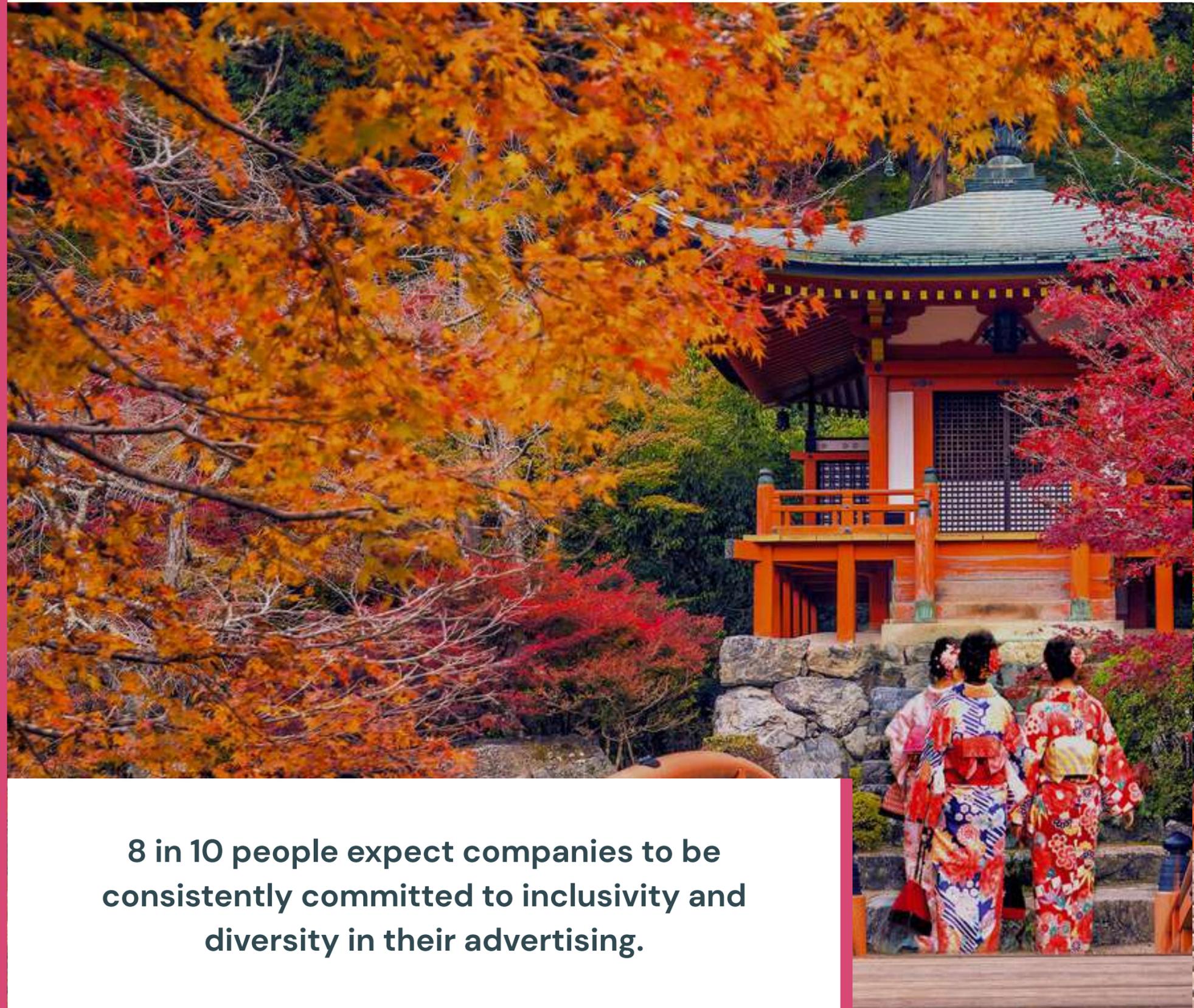
**10%** LGBTQ+ travelers make up 10% of the global travel market

**23%** LGBTQ+ travelers have 23% more disposable income

**4<sup>th</sup>** 4th largest economy in the world, between Japan and Germany

There are however, 70+ countries where it is still illegal to be gay, and cultures vary significantly around the world.

**8 in 10 people expect companies to be consistently committed to inclusivity and diversity in their advertising.**



# Why choose Travel Gay?

We deliver targeted promotions and partnerships to a qualified, high-value and high-intent global audience of LGBTQ+ travelers.



Travel Gay is the world's most visited LGBTQ+ travel guide, reaching tens of millions of people per year



Travel Gay is ranked #1 for global gay travel search terms



We provide exclusive access to a high-value, high-intent audience who are active at the point of research and booking



Travel Gay can reach up to 100m qualified LGBTQ+ travelers through geo-targetted campaigns



91% of LGBTQ+ travelers are more likely to visit destinations that demonstrate genuine inclusion



Our partner promotions have increased traffic to destination and city guides by up to 200%

# Our Highly Engaged Community

Travel Gay partnerships offer access to a highly engaged community of LGBTQ+ travelers.



## Website

- Tens of millions of LGBTQ+ website visitors annually
- 55% male and 45% female
- 100% LGBTQ+
- 4min average time on site



## Community

- 85k community membership
- 61k marketable email database
- 480k+ email opens per year



## Social

- 91k social followers across Instagram, Facebook, and TikTok
- More than 1.6m content views in 2025

**Access tens of millions of Travel Gay users.**





# Reach up to 100m LGBTQ+ travelers

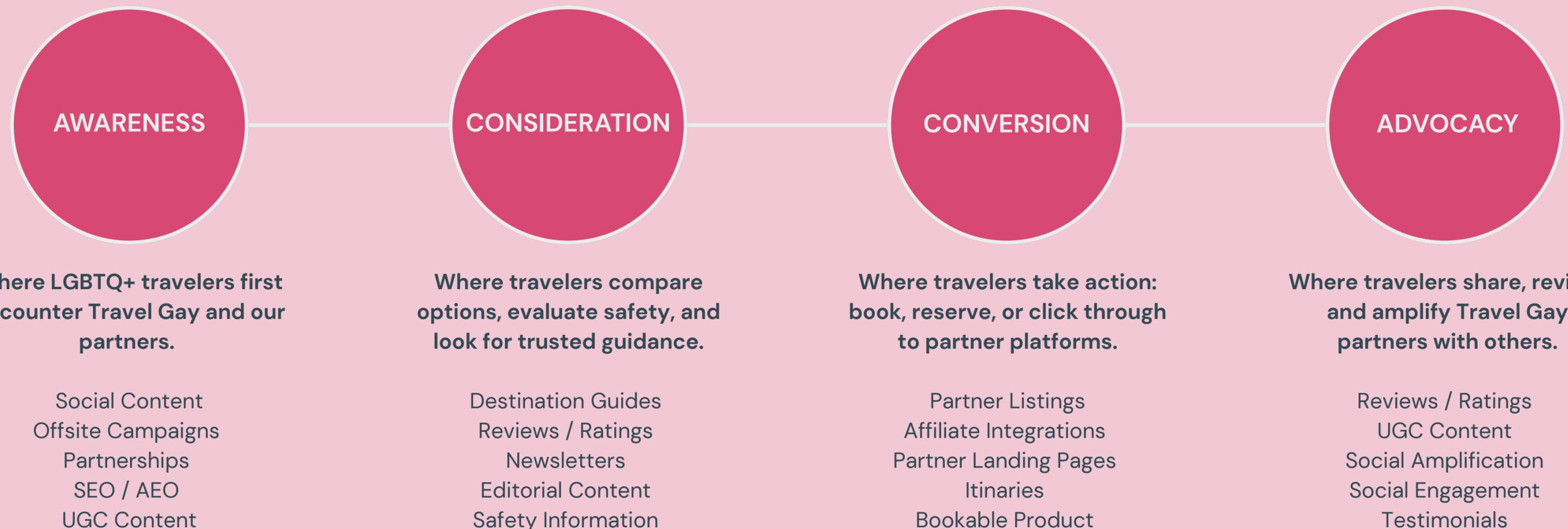
Travel Gay can reach up to 100m LGBTQ+ travelers through scalable onsite and offsite media activations.

Using first-party data and our proprietary pixel technology, we can create global lookalike audiences and deliver highly targeted integrated campaigns.



# Travel Gay Connects LGBTQ+ Travelers and Brands at Every Stage of the User Journey

Travel Gay is the only dedicated travel platform in the world that provides access to LGBTQ+ travelers from early awareness, through to conversion and advocacy.



# Scalable Opportunities, Tailored to Your Needs

Travel Gay offers three scalable media packages designed to boost your visibility, amplify your reach, and drive measurable growth in the global LGBTQ+ travel market.

## Approved Membership

A cost-effective gateway to the world's largest LGBTQ+ travel audience. Establish credibility instantly with a verified presence and unlock the flexibility to scale your marketing with optional add-ons. Perfect for businesses that want trusted visibility all year round.

## Promotions

A high-impact marketing engine designed to put your brand in front of millions of LGBTQ+ travelers. With premium listings, expert optimisation, and multi-channel exposure across social, editorial, and advertising, this package drives real traffic, real engagement, and real conversions during peak sales periods.

## Partnerships

The ultimate growth accelerator for destinations and brands ready to dominate the LGBTQ+ travel market. TG Partnerships delivers maximum visibility, premium brand placements, co-created content, and integrated campaigns that position you as a category leader and generate measurable, market-leading results.



# Travel Gay Media Summary

Packages are tailored to your requirements, ensuring your desired outcomes form the foundation of our partnership.

MEDIA	TG APPROVED MEMBERSHIP 	TG PROMOTIONS 	TG PARTNERSHIPS 
Premium Listing, 20 Images and Direct Links			
Reviews and Ratings on Listings			
Priority Positioning on Destination Guide			
Use of the Travel Gay Approved Logo			
Travel Gay Expert Listing Optimization			
Featured Venue Spots on Destination Guides	Optional Extra		
Organic Social Post	Optional Extra		
Newsletter Inclusions	Optional Extra		
Editorial Content Inclusions	Optional Extra		
Destination Guide Takeover	Optional Extra		
Solus Emails	Optional Extra		
Display Ads (On Site) (Off Site)			
Pop Up Ads (On Site)			
Meta Ads (Instagram & Facebook)			
PPC (Google)			
Destination Data and Insights			
Influencer & Content Collabs			
Push Notifications			
Partner Led Editorial Content Series			
Premium Website Wide Brand Placement			
Premium Email Brand Placement			
Dedicated Partner Website Pages			

# Some of Our Valued Destination Partners



# Client & Partner Testimonials

“ It is a terrific reference when looking at which cities to visit and the best areas to stay in each city. ”  
Martin H, USA

“ Travel Gay is my 'go-to' website to find out about the best gay-friendly places to visit and get ideas for my vacations. ”  
Jeremy C, USA

“ We were thrilled with the results of our Columbus campaign, largely thanks to the exceptional work of the Travel Gay team. Their dedication to highlighting Columbus as a leading LGBTQI+ destination was invaluable in making our campaign a success. ”  
Lauren Lawrence, Cellet Marketing

“ My husband and I use Travel Gay to find destinations for our upcoming travels where we know we will be safe and have a great time. ”  
Richard S, USA

“ Over the last couples of years, we have worked with TravelGay on various campaigns to promote the Maltese Islands to the LGBTQ community. Their in-depth knowledge of this market and innovative marketing campaigns have helped us to grow this market and position ourselves as one of Europe's leading destinations. Highly Recommended. ”  
Manuel Holden-Ayala, Malta Tourism Authority

“ An overall exceptional experience working with the team at TravelGay, and over time, they have become a trusted partner in our marketing efforts. The team understands our needs and provides innovative solutions geared to our success in reaching an important market. ”  
Dan Rios, Greater Miami CVB

# Our Brand Family

Our group brings together four industry-leading brands that champion LGBTQ+ travelers at every stage of their journey, from inspiration and planning to luxury travel planning and wedding celebrations. Together, these brands form the most trusted, comprehensive network in LGBTQ+ travel.



Travel Gay is the world's most-visited LGBTQ+ travel guide, offering impartial, trusted information about hotels, nightlife, experiences, and destination safety.

With tens of millions of visits annually, Travel Gay empowers LGBTQ+ travelers to explore the world with confidence and pride.

 [www.travelgay.com](http://www.travelgay.com)



Out Of Office is the global leader in inclusive luxury travel.

Their expert team designs tailor-made itineraries and vacations that celebrate individuality, crafting journeys that are as unique as the travelers taking them.

 [www.outofoffice.com](http://www.outofoffice.com)



Do Not Disturb is a new kind of travel company, one built around slowing down, switching off, and reconnecting.

They curate atmospheric, experience-rich luxury escapes designed for modern lives seeking depth, beauty, and intention.

 [www.donotdisturb.com](http://www.donotdisturb.com)



Gay & Lesbian Weddings is the world's leading LGBTQ+ wedding guide, connecting couples with thousands of trusted venues and suppliers globally.

Their mission is simple, ensure every couple can plan a joyful, affirming, unforgettable wedding day.

 [www.gayandlesbianweddings.com](http://www.gayandlesbianweddings.com)



## Start Planning Your Partnership Today!

Contact our partnerships team:

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